

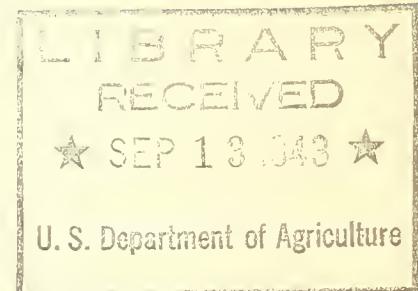
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~~CONFIDENTIAL~~ W.H.R. FOOD ADMINISTRATION

SEASONAL PROCESSORS ACHIEVEMENT "A" AWARD

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(Drawing of "A" Award Emblem to appear here)

Ceremonies conducted by

WAR DEPARTMENT

NAVY DEPARTMENT

Washington, D. C.
September 1943



Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

The War Food Administration is presenting you with the Achievement "A" Award for outstanding production in seasonal food processing.

The Award consists of a flag to be flown above your plant. This Award is granted for one year only. It must be won anew each year. However, each plant which maintains its high record of production will be eligible to receive a new flag with an additional Service Star for each season that the Award is granted.

An Achievement "A" Award emblem in the form of a pin is available for presentation to individuals in your plant who may wear it as a symbol of outstanding contribution to the war effort.

AMERICAN
FOOD
ADMINISTRATION

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THE WAR FOOD ADMINISTRATION
ACHIEVEMENT "A" AWARD

The War Food Administration appreciates the dependence of the entire war program on the army of workers and management who overcome tremendous obstacles to process agricultural products, and has established an Achievement Award to bestow on seasonal plants whose production records merit high honors. President Roosevelt, in endorsing the "A" Award, expressed his appreciation of the importance of these groups in the war effort when he said: "Food is a decisive weapon of war. Victory depends as much on our ability to produce food as on our ability to manufacture guns, planes, and ships. Our army of farmers and processors are fighting an important battle on the food front. Working diligently and skillfully, they are speeding this Nation and our Allies on to Victory."

The Army-Navy Board for Production Awards has ruled that seasonal industries do not come within the scope of the "E" Award because they are not engaged in full year-round production. However, both the War and Navy Departments desire to have a part in awarding the "A," and the standards to be met in winning the "A" are comparable to those required for the Army-Navy "E." Each is supreme in its own field. An Army or Navy officer will attend each ceremony and make the presentation of the "A" Award flag. He will bring home to the listeners his Service's gratitude for their accomplishments.

This flag is a verdant green to symbolize the rich agricultural background of the industry. The center design consists of a bountiful head of wheat signifying full agricultural production, which, together with industry's gear, forms a perfect circle around the true blue "A," emblematic of outstanding achievement. A white star to the upper left of the center design denotes that the plant made an exceptional record for the current year. It is planned to present a flag with an additional star to plants which equal or surpass their records in the following year.

In addition, for each plant worker there is a pin which bears the flag's central device and carries the wording, "Achievement Award--Food for Freedom." These pins are to be presented by a representative of the War Food Administration, who will again thank the workers, this time on behalf of the people of the United States and our fighting allies.

BASIS FOR DETERMINING PLANTS TO RECEIVE THE AWARD

Every seasonal food processing plant--large or small--engaged in outstanding production of food for the war effort is eligible to compete for the War Food Administration Achievement "A" Award. Nominations for the "A" Award are originated by Directors in the Regions or by the appropriate commodity branches in Washington, D. C. However, any employee of the War Food Administration or other agency of the United States Department of Agriculture may propose the nomination of a seasonal processor through the above channels.

The "A" Award in the seasonal processors field is parallel to the Army-Navy "E" Award in that it is granted, on a yearly basis, only to food processors who meet rigid requirements in regard to quality and quantity of production.

Outstanding among these requirements are ability to utilize existing facilities to secure wartime production; ingenuity and cooperation with the Government in developing and producing war food products; generous cooperation with the intents and purposes of the food purchase programs; effective management; overcoming of production obstacles; satisfactory management-labor relations including avoidance of stoppages; training of additional labor forces; low absenteeism records; accident prevention; and health and sanitation.

PLANNING FOR PRESENTATION CEREMONY

The Regional Director will appoint a member of the War Food Administration to act as Liaison Officer between the plant and the War Food Administration and the armed forces, and to take charge of the preliminary details for the Award ceremony.

The Liaison Officer will notify the plant that is to receive the Award of the fixed date of the ceremony--assuming that one is to be held--and who the official speakers will be.

While you are not obliged to hold a presentation ceremony, it is highly desirable to do so. If no ceremony is held, the Award is less significant to the individuals concerned and they fail to appreciate in full the recognition given to them.

Particular emphasis should be placed on keeping the Award ceremony short, simple, and dignified. Lavish expenditures are inconsistent with the times and with the spirit of the Award, and must be avoided.

Prior to the Liaison Officer's contact with the plant of Award, the War Department or the Navy Department will have selected an officer to represent the Under Secretary of War or the Under Secretary of the Navy in making the formal presentation of the Award on behalf of the War Food Administration and the armed forces. The Regional Director will also appoint a speaker to represent the War Food Administration at the ceremony.

1. Place and Time of Ceremony.

The place chosen for the ceremony will depend upon the number of people who may be expected to attend. The ceremony may be held indoors or outdoors, but should be on company property or an adjacent site so that time is not lost in going and coming.

If the ceremony is to be held outdoors, provision should be made for a substitute indoor place, easily accessible in case of bad weather.

The ceremony should be timed so that a maximum number of employees can attend, with minimum interference with production. The best time is usually at a change of shifts.

2. Equipment for Ceremony

There should be a raised speakers' stand or platform, suitably decorated and large enough to accommodate speakers and honored guests. Confusion can be avoided if the seats are marked with names of the persons who will occupy them.

It is urged that there be but one platform, and that the number of persons seated on it be held to a minimum. When it is necessary to have additional guests, they should be accommodated below the platform on seats placed to one side, so that they will not intervene between the platform and the audience of plant personnel.

The flag of the United States should be provided for as described on page 13 of this Manual.

It may be possible for you to secure a uniformed color guard from a local veterans' organization or the Boy or Girl Scouts, or from an organization within your plant.

Facilities for a public address system should be set up if the size of the ceremony warrants such arrangements.

NOTE: The Award flag shall not be displayed in any way until the formal presentation is made. For instructions on how to fly the flag and how to erect suitable flagstaffs, see the Appendix at back of this manual.

3. Speakers and Guests

A Master of Ceremonies should be selected to conduct the program. It is essential that he be able to speak well and to conduct the program effectively and on schedule.

It is desirable that the families of men and women employed in the plant be invited to the ceremony, provided this does not conflict with Plant Security Rules.

The officer who will present the Award will come as a representative of the Under Secretary of War or of the Under Secretary of the Navy, and will be designated by the War or Navy Department.

The Regional Director will also appoint a speaker to represent the War Food Administration at the ceremony.

In the interest of conserving the Nation's strained transportation facilities, it is urged, at the request of the Office of Defense Transportation, that the number of out-of-town company officials and guests be held to an absolute minimum.

(Refer also to page 4 of this Manual.)

4. Publicity and Advertising

Adequate accommodations for news photographers and reporters should be reserved close to the speakers' stand.

We suggest as suitable local publicity (1) Editorials in local newspapers, (2) Spot news in local newspapers and on local radio station programs, (3) Congratulatory messages.

Caution should be exercised in all publicity against revealing any matters that might aid the enemy.

If there is the slightest question whether material for local use should be used, it should be submitted for checking in advance of publication to the Liaison Officer assigned to help you with the ceremony.

The entire script for all radio broadcasts must be submitted to the War Food Administration Liaison Officer for clearance.

All material designed for national advertising or publicity mentioning the "A" Award must be submitted in advance to the Processors Branch, Food Distribution Administration, War Food Administration, Washington, D. C., for clearance.

Use of the Award insignia in your advertising is permissible, but not mandatory. The tone of any advertising which mentions the Award or reproduces Award insignia must be dignified and in good taste.

The Award insignia shall not be used in any way by plants other than those which have received the Award. Use of the Award insignia in a manner which implies, in any way, an extension of the Award to other plants or activities of the concern is not authorized. In reproducing the "A" flag as part of an advertisement, the names of award-winning units of the firm must appear near the insignia so there can be no doubt which plants have received official recognition, unless the Award has been granted to the entire company advertised.

Note: No publicity of any kind should be undertaken until the announcement of the Award has been made by the War Food Administration in Washington, D. C.

5. Official Ceremony Program

Appropriate music previous to the ceremony

I. Ceremony is begun by the Master of Ceremonies asking everyone to rise and sing one stanza of "America."	2 min.
II. Master of Ceremonies makes brief remarks concerning the company, its employees, and significance of the Award.	2 min.
III. The Master of Ceremonies introduces the Army or Navy speaker.	1 min.
IV. Army or Navy speaker gives the presentation address.	5 min.
V. The Award flag is presented to the president of the company or his representative and to the representative of the employees. The Award flag is held extended for a moment by the latter two so the spectators may see it, then handed to the waiting color guard, which will hoist it on the flag pole while appropriate music is played.	3 min.
VI. The Master of Ceremonies introduces the company official who accepts the Award.	1 min.
VII. Company official makes acceptance speech.	3 min.
VIII. Master of Ceremonies introduces War Food Administration speaker.	1 min.
IX. The War Food Administration speaker gives a short pin presentation speech and presents pins to the representative of the employees and to the president of the company or his representative.	3 min.
X. The Master of Ceremonies introduces the representative of the employees, who accepts the Award.	1 min.
XI. Representative of employees makes acceptance speech.	3 min.
XII. The Master of Ceremonies announces the playing of "The Star Spangled Banner."	2 min.
	27 min.

Several musical selections are played while the spectators leave.

NOTES: (1) It is essential that the persons who will receive the flag from the main speaker rehearse carefully the handling and displaying of the flag.

(2) The pin presentation at the ceremony is only a "token" presentation. Complete distribution of pins should take place through regular plant channels as quickly as possible after the ceremony. The time and place of this distribution should be announced by the Master of Ceremonies prior to his introducing the pin-presentation speaker.

(3) If ceremony programs are provided for the audience, they must be inexpensive and simple. Names of the invited honor guests or a list of company employees should not be included.

(4) No scrapbook covering the ceremony is requested or desired.

I. The Award Flag

a. This flag will be sent to you without charge as soon as your flag and pin orders have been received.

b. The War Food Administration will furnish the original flag gratis. If additional flags are necessary they should be held to a minimum, because of the shortage of manpower and raw materials. Such orders must be sent to the Processors Branch, Food Distribution Administration, War Food Administration, South Agriculture Building, Washington 25, D. C., for approval and forwarding to the authorized source of supply. A price list is available upon request.

Attention is called to the fact that patent has been applied for covering the award flag, and additional flags can only be obtained through orders approved by the War Food Administration.

II. Instructions for Flying the Award Flag

a. There are several ways in which the War Food Administration "A" award flag may be displayed over the winning plant. For every-day practice, the simplest method, and perhaps the best, is to fly it on the same halyard as and directly beneath the Flag of the United States. The Flag of the United States should always be as large or larger than any flag flown beneath it. The War Food Administration "A" award flag, as an official flag authorized by the Government, can be flown in this way.

b. For purposes of the ceremony, however, it is somewhat awkward and undignified at the time when the Award flag is to be displayed to haul down the Flag of the United States, bend on the "A" flag, and then re-hoist both flags. This difficulty can be overcome if one of the following methods is chosen:

1. Temporary flag poles can be rigged on the front corners of the speakers' stand. These temporary poles need not be more than 18 or 20 feet high. If this method is followed, then the Flag of the United States should be raised on the pole to the speakers' right before the ceremony and, later on in the ceremony, the Award flag can be hoisted on the other pole.
2. A second halyard can be rigged on the main flag-pole of the company or plant. This second halyard will eliminate the necessity of lowering the Flag of the United States at the time when the Award flag is to be hoisted. It must be remembered, however, that the Award flag must fly below the Flag of the United States.

3. If it is not practicable to rig a separate halyard on the main flagpole, it may be possible to rig a temporary halyard for the award flag for the purposes of the ceremony. This can be done by attaching a block on the halyard just below the bottom snap of the Flag of the United States. Through this block can be strung a light, temporary line which will be satisfactory for raising the award flag during the ceremony. After the ceremony, this temporary tackle can be removed, and the award flag bent on the permanent halyard below the Flag of the United States.

c. It is planned to present a flag with an additional star to plants which equal or surpass their records in the following year.

III. The Lapel Pins

a. Arrangements have been made with a manufacturer to supply the "A" Award Emblem directly to those plants whose workers and management have won the right to wear this insignia, provided such orders have the approval of the War Food Administration.

b. The War Food Administration, by contracting with one company as exclusive manufacturer and distributor of this emblem, has made it possible for plants to secure the pin at 4.9 cents each, plus any Federal, State, county, or city taxes and delivery charges (prices subject to change without notice). These pins are to be ordered on a special order form supplied by the War Food Administration. This form is to be executed by the processor receiving the award and submitted to the Processors Branch, Food Distribution Administration, War Food Administration, Washington 25, D. C., for approval and forwarding to the manufacturer, who will ship and bill the processor direct.

c. The following personnel of plants receiving the War Food Administration "A" Award are eligible to receive "A" pins:

1. All individuals on the active pay roll of the plant on the date of the letter of notification

from the Director of Food Distribution of War
Food Administration.

2. All individuals who spend substantially all their time on work associated with the war food processing activities of the plant, and who would not be eligible to receive the pins under any other nominations.
3. All directors of a corporation, and all employees of a central administrative office serving several plants of the same corporation, only if and when the majority of the employees of that corporation have received the award.
4. Company employees in sales-service and branch offices which deal primarily with the plant receiving the Award.

d. Persons who are added to the pay roll after the date of the letter of notification from the Director of War Food Administration will not be eligible to receive pins until and unless their plant receives the Star Award.

c. When the plant receives the Star Award, new persons then on the pay roll will be eligible to wear the "A" Award emblem.

all original orders for pins or orders to replace those lost or broken and for additional flags must be sent to the Processors Branch, War Food Administration, South Agriculture Building, Washington 25, D. C., for approval, and forwarding to the official distributor, who will ship and directly bill the processor receiving the award for the pins or additional flags.

f. Attention is called to the fact that the Award lapel pin is patented and that the company designated by the War Food Administration is the only authorized distributor, and the pins will be delivered by them only on order approved by the War Food Administration.